

Message Text

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PAGE 01 PARIS 29655 141052Z

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FM AMEMBASSY PARIS

TO SECSTATE WASHDC PRIORITY 5172

INFO AMCONSUL ZURICH

AMCONSUL LYON

UNCLAS PARIS 29655

E.O. 11652: N/A

TAGS: BTIO, FR

SUBJ: INVESTMENT PROPOSAL OF TEFAL, S.A.

PASS COMMERCE FOR FOREIGN INVESTMENT SERVICES STAFF

1. FRENCH FIRM TEFAL, S.A. OF RUMILLY (WTDR AUG 27, 1975) HAS DECIDED TO ESTABLISH MANUFACTURING FACILITIES IN STATE OF NEW JERSEY TO PRODUCE TEFLON-COATED COOKWARE. IT CURRENTLY EXPORTS ABOUT 35 MILLION DOLLARS WORTH OF THESE PRODUCTS ANNUALLY TO US THROUGH T-FAL HOUSEWARES, 1 MONTGOMERY STREET, BELLEVILLE, NEW JERSEY, WHICH WILL CONTINUE AS EXCLUSIVE DISTRIBUTOR.

2. TEFAL INDUSTRIAL DIRECTOR PAUL RIVIER AND CHIEF ENGINEER HELMUT MOTTI WILL VISIT NEW YORK AND NEW JERSEY DEC 1-5 TO MEET WITH ATTORNEYS, FRENCH OFFICIALS IN NEW YORK, NEW JERSEY DIVISION OF ECONOMIC DEVELOPMENT, AND POTENTIAL SUPPLIERS OF MACHINERY AND RAW MATERIALS. TEFAL IS ALSO READY TO CONSIDER POSSIBILITY OF ACQUIRING AMERICAN COMPANY IN NEW JERSEY AREA WHICH IS ALREADY PRODUCING IN HOUSEWARES BRANCH. IT IS COMPANY'S HOPE THAT IT CAN BE IN PRODUCTION IN US BY MID-1976.

3. WE HAVE ASSURED RIVIER THAT DEPT OF COMMERCE WILL DO EVERYTHING IT CAN TO MAKE DEC VISIT PRODUCTIVE AND HAVE SUGGESTED THAT HE CONTACT NEW YORK OR NEWARK
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PAGE 02 PARIS 29655 141052Z

DISTRICT OFFICES IMMEDIATELY UPON ARRIVAL TO GET

ASSISTANCE IN ARRANGING APPOINTMENTS. UNFORTUNATELY
NEITHER RIVIER NOR MOTTI SPEAKS MUCH ENGLISH.

4. IT IS REQUESTED THAT DEPT OF COMMERCE SUPPLY BY
RETURN CABLE NAMES OF PROCESS ENGINEERS IN CENTRAL
ATLANTIC AREA WITH EXPERIENCE IN TURNKEY CONSTRUCTION
OF PLANTS IN HOUSEWARES FIELD AND NAMES OF MAJOR
SUPPLIERS OF MACHINERY AND RAW MATERIALS FOR PLANTS
IN THIS BRANCH. WE WOULD ALSO WELCOME NAME OF OFFICER
IN NEW YORK OR NEWARK DISTRICT OFFICES WHO WILL
RECEIVE TEFAL EXECUTIVES DEC 1. SINCE TEFAL NEW
JERSEY PLANT WILL EMPLOY UP TO 300 WORKERS WE BELIEVE
THIS PROJECT MERITS SPECIAL HANDLING BY BOTH FEDERAL
AND STATE AUTHORITIES.

5. FOR ZURICH: IT IS REQUESTED THAT THE FOREGOING
BE PASSED TO PORT AUTHORITY OF NEW YORK AND NEW JERSEY
WITH SUGGESTION THAT THEY ESTABLISH ASAP DIRECT
CONTACT WITH RIVIER, TELEPHONE RUMILLY (50) 01.03.40,
TELEX 34216.
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